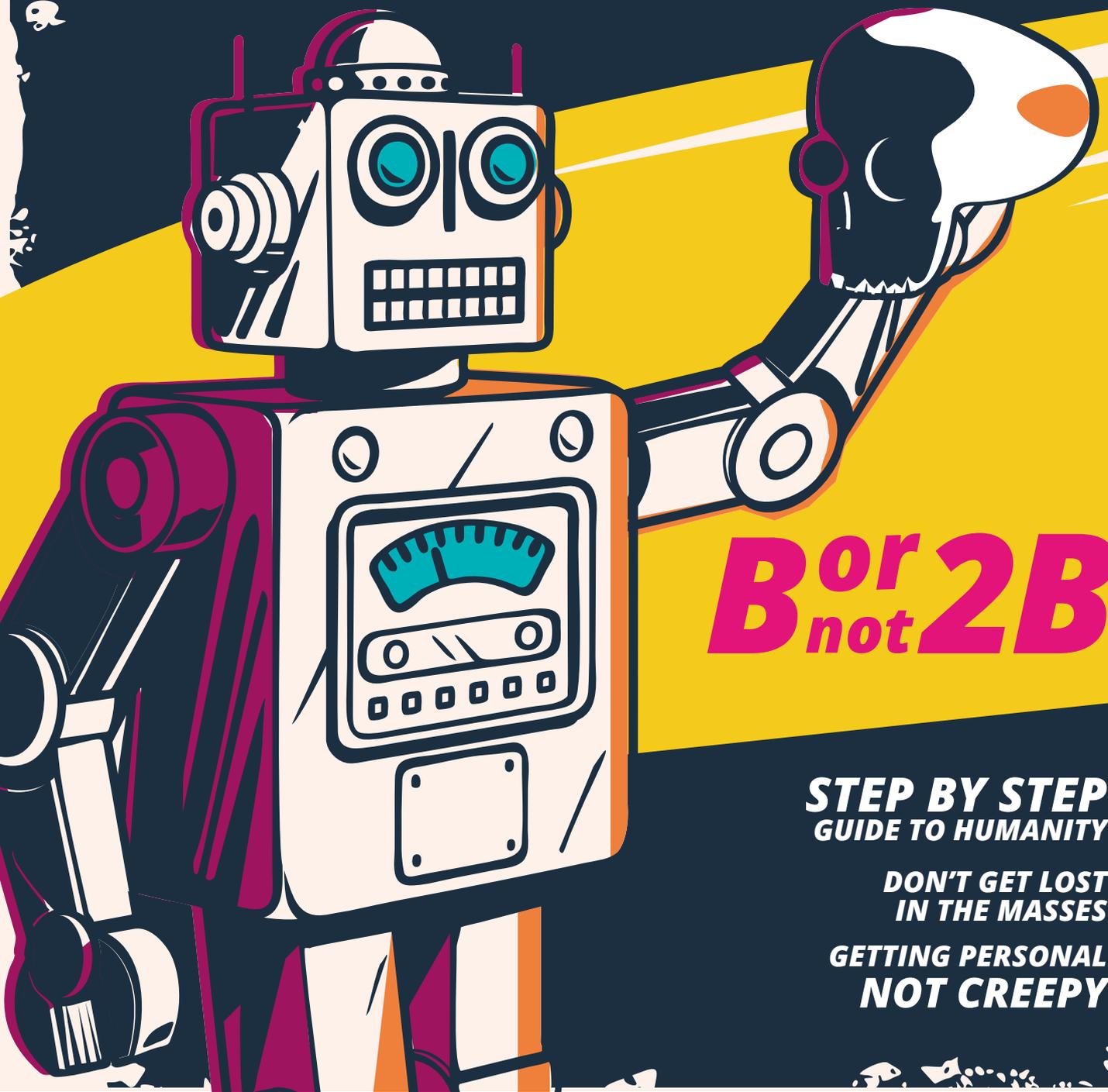


# B2B SUPERHUMANS



**B** or **not 2B**

**STEP BY STEP  
GUIDE TO HUMANITY**

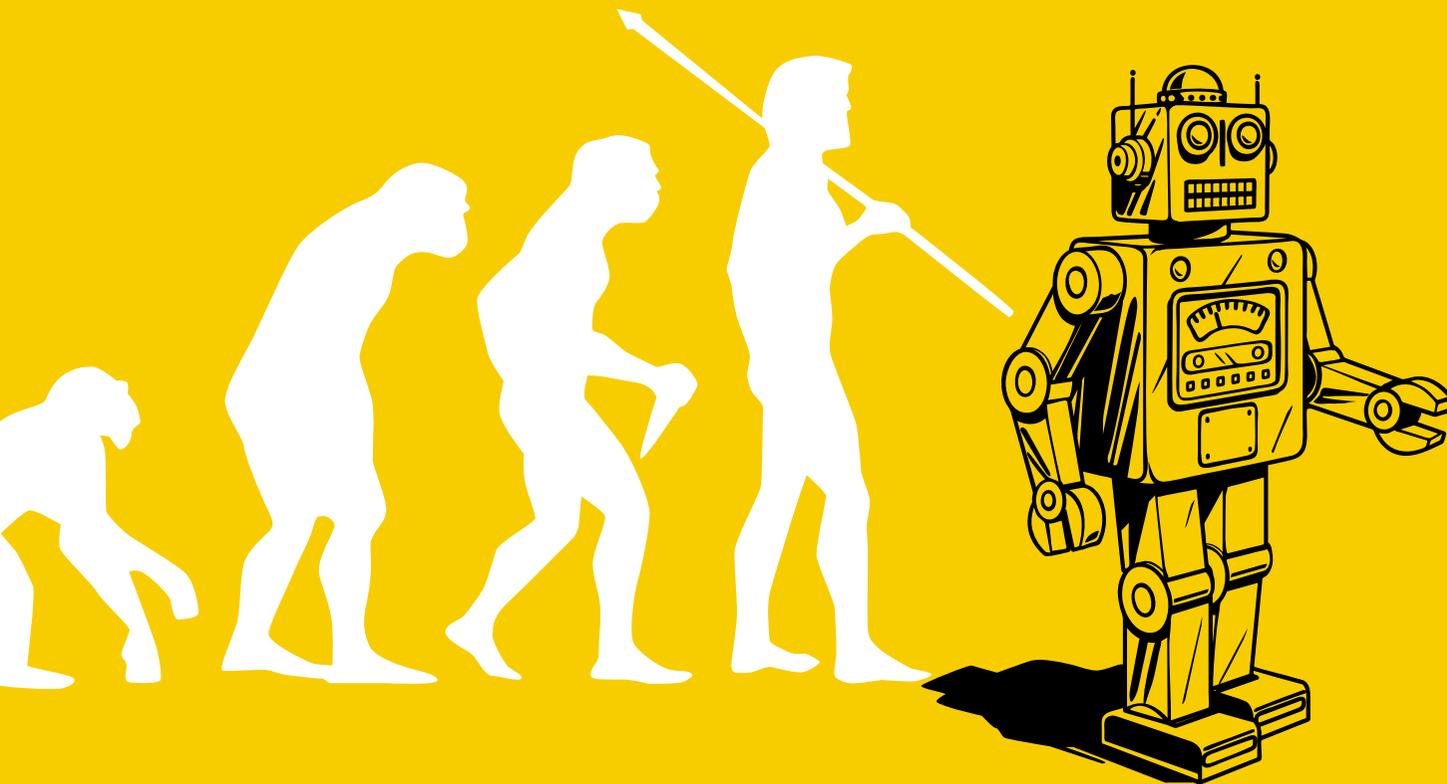
**DON'T GET LOST  
IN THE MASSES**

**GETTING PERSONAL  
NOT CREEPY**

**PULSE.**

L I M I T E D E D I T I O N

# WALK THE WALK OF HUMANS



## THE STEP-BY-STEP GUIDE TO GET H2H MARKETING WORKING FOR YOUR BUSINESS

H2H, or Human-to-Human marketing, can represent a daunting way forward for those businesses set in traditional B2B and B2C operations. But it's a necessary evolution if your business is going to keep up with the changing preferences of the modern customer. Today, your business needs to be talking to the customer as a human and not as a robot if it's going to stay relevant and competitive.

In some cases, this will be a fundamental shift that won't happen overnight, and in some cases you may already be well schooled in H2H communication. This guide is designed to walk the newbies through the process of implementing a H2H marketing programme and to help all marketers ensure they are getting the most out of H2H.

**SO WHEREVER YOU'RE AT WITH  
H2H MARKETING, HERE'S YOUR  
GUIDE TO GETTING IT RIGHT...**

# 1 GET INTERNAL BUY IN

RECOGNISING THE NEED TO MOVE AWAY FROM TRADITIONAL B2B AND B2C CONVERSATIONS CAN BE DIFFICULT

*Traditional methods have worked in the past so why wouldn't they continue to work?*  
- Human



This attitude stems from business leaders historically being able to build future strategies based on past results and existing processes.

The first step to implementing a H2H programme is to convince these leaders to embrace change and try something new.

**31% of marketers have personalisation at the top of their list of priorities**

## HERE ARE SOME TOP TIPS TO HELP YOU BUILD A CONVINCING ARGUMENT

**Demonstrate competitor activity and success with H2H**  
Identify what your audience is talking about on social media. The tone of their language is not always professional (and boring!).

**Show the types of searches your audience is making**  
Are they actually using long tail terms such as 'best value datacentre providers for retail companies in London'? Matching actual human search terms will improve your ranking dramatically.

**Show examples of how personalisation has driven up marketing ROI**  
This is usually the clincher.

**REMEMBER:** Having nurtured their business from the ground up, some business leaders can be starkly opposed to change and very protective of their brand and its tone of voice. Being mindful of this will help you build a more effective argument.

# 2 WEIGH UP YOUR OPTIONS.

## YOU NEED TO DETERMINE THE SCOPE OF YOUR PERSONALISATION

Often, the deeper your personalisation, or more individual the conversation, the more expensive your marketing becomes. It is, therefore, important to consider budget and resourcing at this stage as this will inform the degree of personalisation that your business can afford to implement.

There are two options to implementation: manual or automated.

### Manual

- Specific personalisation of content based on customer behaviour and preferences
- Involves an expert marketer or team of marketers who can analyse large amounts of data and create content
- High cost with higher engagement

Manual personalisation can be difficult as it is labour intensive, costly and requires a specific skill set, effective only when working with a smaller specified amount of data.

### Automated

- Use solutions like predictive analytics and customer enrichment to gather further pain points and individual triggers
- General personalisation of content based on basic customer details
- Content is created and delivered through automated platforms
- Low cost with lower engagement
- Keep in mind that the data available to you is the data that you ask for, be sure to include custom data capture fields to get the data that you want

Automated, the most effective form of personalisation, leverages basic data to connect with larger audiences using fewer resources.

HERE ARE SOME RECOMMENDED TECHNOLOGY PLATFORMS TO HELP GET YOU STARTED



BLAB



80% of marketers say that implementing marketing automation increases the number of leads generated while 77% say the number of conversions also increases

**REMEMBER:** Always be mindful of how you are collecting data ensuring compliance with data protection laws. These laws can sometimes be ambiguous so it's important to do your research and consult your legal team.

# 3 PERSONAL DOESN'T ALWAYS MEAN INDIVIDUAL

**WHEN CONSIDERING THE LEVEL OF PERSONALISATION THAT YOU WANT TO IMPLEMENT, IT'S IMPORTANT TO UNDERSTAND THAT PERSONALISATION DOESN'T ALWAYS HAVE TO BE DOWN TO THE INDIVIDUAL LEVEL.**

**IN OTHER WORDS, PERSONALISATION DOESN'T ALWAYS HAVE TO BE TALKING TO THE PERSON.**

In traditional B2C communication, personalisation is largely based on consumer actions and behaviour, targeting the customer as an individual. In a B2B world, personalisation could be as simple as vertically aligning your content.



# 4 DON'T BE CREEPY

**There is a fine line between having a good conversation and showing that you know too much**

Social media has created a very real stigma around 'stalking' in today's world, one that your audience will be quick to identify if your content is coming on too strong or appearing like it has been watching from afar.

## Some rules here:

- If it's not useful to the customer or directly relevant, leave it out
- Be intuitive – consider context and behaviour to make an informed judgement before communicating
- Be natural and conversational

**A survey conducted by Accenture revealed that personalisation is a delicate process, and that "getting it wrong can lead to customers feeling uncomfortable and 'creeped out'.**

**REMEMBER:** Use what you know about your audience wisely. Showing that you know too much in attempt to engage them more could have the opposite effect.

# 5 MIND YOUR MANNERS

**JUST AS YOU WOULDN'T BLAB ALL OF YOUR FRIENDS' SECRETS, ENSURE TO MAINTAIN RESPECTFUL DATA PRACTICES SO YOU DON'T ROCK THE BOAT WITH YOUR CUSTOMERS**

With the introduction of new GDPR legislation, this is no longer merely a courtesy measure but actually a legal requirement, regardless of the size of your business . And it's there for a reason; people don't like their information being shared all over the place.

So while you're getting to know your audience and automating your marketing, remember to take good care of their data, or pay the price later.

# 6 KEEP IT REAL

H2H is about having authentic conversations with your customers and being human. This means that your brand should behave, talk and respond as a human.

If you make a mistake, own up to it. Your audience will appreciate this as a demonstration of honesty and ownership, in turn establishing a stronger connection.



## Before you go

**92% of marketers have more digital content today than they did two year ago**

**This means that everyone has a lot of content and traditional forms of communication won't cut it anymore**

**Don't let your business get lost in the masses, use H2H to cut through the noise and talk to your audience in a way they understand**

Sources:

Econsultancy, VB Insight, Accenture, KO Marketing Associates

# PULSE.

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